

2-Oct-12

TO: Susie Toma  
Cheryl Long

FROM: Dawn Tavoletti

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

RE: **Political Rebate**  
Candidate: Maggi  
Week of: 9/24 - 9/30  
Contract Number: 332855 - HL 6329798

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	10-11A Fri	:30	\$250	5	1	\$225	\$25
3	12-1230P Fri	:30	\$275	5	1	\$225	\$50
19	6-8A Sat	:30	\$250	5	1	\$175	\$75
21	530-8A Sun	:30	\$250	5	1	\$150	\$100
22	6-630P Sun	:30	\$500	5	1	\$200	\$300

**TOTAL REBATE (Gross) \$550**  
**(Net) \$467.50**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Buying Time

Write-up Date 10/2/12

Client Pol - Maggi

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date \_\_\_\_\_

Reason:

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒ \_\_\_\_\_

Reference:

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 332855

Explanation of Adjustments by Requestor: LVL

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ <u>550.00</u>	Debited: \$ _____
NET Amount to be Credited: \$ <u>467.50</u>	Debited: \$ _____

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 10/2/12
3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
- General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Buying Time, LLC  
650 Massachusetts Avenue NW  
Suite 210  
Washington, DC 20001

## Contract # 332855

Schedule Dates 09/25/12-10/01/12  
Advertiser Pol/L Maggill/D/US Congress (16721)  
Agency Buying Time, LLC (2536)  
Product Political - Federal Candidate (1067)  
Brand POL/L MAGGILL/D/CON/PA (133750)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name DONE, LIZ  
Phone/Fax /  
CPE 369/374/2349  
Account Types National/Political  
Billing Type Standard  
Comments MAGGILL FOR CNCS 9/25  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 09/24/12  
Last Modified 09/24/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06329798  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,035.00  
Net Total \$22,865.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Sep. 2012 41 \$21,300.00  
Oct. 2012 9 \$5,600.00  
Grand Total: 50 \$26,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/28/12-09/28/12	5	:30	10A- Ellen						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/1	9/24/12
2.0	Normal Line / Spot	09/28/12-09/28/12	5	:30	11A- Anderson						1			1	\$200.00	\$200.00	Pittsburgh (WPXI)	ANDERSON COOPER/2	9/24/12
3.0	Normal Line / Spot	09/28/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/3	9/24/12
4.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:30P- 6P (EST)						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	9/24/12
5.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:58P- Channel 11 News At 6pm M-F						1			1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	9/24/12
6.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	7A- 8A (EST)						1			1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/6	9/24/12
7.0	Normal Line / Preempt	09/28/12-09/28/12	5	:30	7:30P- 8P (EST)						1			1	\$1,250.00		Pittsburgh (WPXI)	NA WHEEL 730-8P/7	9/24/12
8.0	Normal Line / Spot	09/28/12-09/28/12	5	:30	9A- Today Show 9a						1			1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/8	9/24/12
9.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A- Ellen						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/9	9/24/12
10.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	11:59A- Channel 11 News At Noon						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/10	9/24/12
11.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	4P- Judge Judy 4p						1			1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/11	9/24/12
12.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5P- 5:30P (EST)						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/12	9/24/12
13.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:30P- 6P (EST)						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/13	9/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214

**Buying Time, LLC**  
650 Massachusetts Avenue NW  
Suite 210  
Washington, DC 20001

# Contract # 332855

**Schedule Dates** 09/25/12-10/01/12  
**Advertiser** POL/L MAGGI/D/US Congress (16721)  
**Agency** Buying Time, LLC (2536)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/L MAGGI/D/CON/PA (133750)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** DOME, LIZ  
**Phone/Fax** /  
**CPE** 369/374/2349  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MAGGI FOR CNGS 9/25  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 09/24/12  
**Last Modified** 09/24/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06329798  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,035.00  
**Net Total** \$22,865.00  
**Sales Tax**

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Sep. 2012	41	\$21,300.00
Oct. 2012	9	\$5,600.00
<b>Grand Total:</b>	<b>50</b>	<b>\$26,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/24/12
15.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	6:59P- Jeopardy	1	1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7-730P/15	9/24/12
16.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	7A- 8A (EST)	1	1							1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/16	9/24/12
17.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	9A- Today Show 9a	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/17	9/24/12
18.0	Normal Line / Preempt	09/29/12-09/29/12	5	:30	6P- 6:30P (EST)						1			1	\$475.00	\$475.00	Pittsburgh (WPXI)	MA SAT NEWS 6-630P/18	9/24/12
19.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	6A- 8A (EST)						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	SAT NEWS 6-8A/19	9/24/12
20.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT 8-1030A/20	9/24/12
21.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30A- 8A (EST)						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	SUN NEWS 530-8A/21	9/24/12
22.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	6P- CHANNEL 11 NEWS						1			1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN NEWS 6-630P/22	9/24/12
23.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/23	9/24/12
24.0	Normal Line / Spot	09/27/12-09/27/12	5	:30	10A- Ellen						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/24	9/24/12
25.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	11:34P- TONIGHT SHOW						1			1	\$675.00	\$675.00	Pittsburgh (WPXI)	TONIGHT SHOW/25	9/24/12
26.0	Normal Line / Spot	09/27/12-09/27/12	5	:30	11A- Anderson						1			1	\$200.00	\$200.00	Pittsburgh (WPXI)	ANDERSON COOPER/26	9/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.